

ORDER



Orders
Order / Rev: 707583
Alt Order #: 06283319
Product Desc: ISS/DCCC
Estimate: 1331
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 08/17/12 / 08/17/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	7	\$12,850.00	\$10,922.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	7	\$12,850.00	\$10,922.50	0.00
Totals	7	\$12,850.00	\$10,922.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	34%	\$12,850.00
Market	100%	\$37,794.12

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	13%	\$4,913.24
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$377.94
KSTP	15%	\$5,669.12
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	35%	\$13,227.94
WFTC	2%	\$755.88

Advertiser:	Democratic Congressional Campaign Co
Product Desc:	ISS/DCCC
Estimate:	1331

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	10/16/12	10/22/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		1			\$850.00		0.00				
E 2	KARE	10/16/12	10/22/12	M-F 3-4p M-F 3-4p	CM	3-4p	MTWTF--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
DR. OZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		1			\$500.00		0.00				
E 3	KARE	10/16/12	10/22/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
KARE11NEWS@4PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		1			\$400.00		0.00				
E 4	KARE	10/16/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		1			\$900.00		0.00				
E 5	KARE	10/16/12	10/22/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	1	\$1,850.00	P-2	0.00	NM	1	\$1,850.00
KARE11NWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		1			\$1,850.00		0.00				
E 6	KARE	10/16/12	10/22/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--		1			\$350.00		0.00				
E 7	KARE	10/16/12	10/16/12	Tue Prime THE VOICE	CM	7P-8P (6:58 PM-8:00 PM)	-T-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
VOICE-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----		1			\$8,000.00		0.00				
Totals													7	\$12,850.00	